



## A Bootcamp for Food Entrepreneurs August 24-26, 2016 at Goodman Community Center

Preheat your oven and head to the Edible Startup Summit to learn from regional experts in marketing, package and branding design, finding funding, business planning, food safety, how to get your local product onto the grocery store shelf and more. Learn how to demo your product, have a 1:1 consultation with industry veterans, and network with other food entrepreneurs looking to start or expand their new local food business. This year's event is hosted in partnership by the WI DATCP, Dane County UW-Extension, and Forward Fest.

### Edible Agenda

(Agenda not actually edible, and remember, it's subject to change)

#### Wednesday August 24<sup>th</sup> 8am to 4pm

Trends in the Food Sector (market research)  
Entrepreneur Panel: Examples of social enterprises, sourcing local and other trends  
Creating a Uniquely Defensible Brand  
Telling your business's Story Through Branding with Foxwell Digital  
How to Do a Product Demo  
Product Demos (by the folks who've done it before)  
Resources & Networking

#### Thursday August 25<sup>th</sup> 8am to 4pm

Participant Pitches  
Business Concept Planning with Jim Gage  
Marketing & Packaging  
Food Safety with DATCP  
1:1 Consultations with Industry Veterans and Experts  
Product Demos (by you!)  
Resources & Networking

#### Friday August 26<sup>th</sup> 8am to 4pm

Selling your products (working with retailers and distributors)  
Financial management  
Finding Funding Sources with Tera Johnson  
1:1 Consultations with Industry Veterans and Experts  
Resources & networking  
Tour: FEED Kitchens, business incubators

### Register Here!

For more information about the Edible Startup Summit, please contact:

DATCP: Kietra Olson at 608-224-5112 or [kietra.olson@wisconsin.gov](mailto:kietra.olson@wisconsin.gov)

Dane County UW-Extension: Sharon Lezberg at 608-224-3719 or [Lezberg.sharon@countyofdane.com](mailto:Lezberg.sharon@countyofdane.com)

For information about this event, keep your eye on this page, and on our event site: <http://www.ediblestartup.com/>